

Web Page Launched to Promote Hong Kong as a Wine Hub and Export Destination for U.S. Wine

For more information, contact:

Daniel D. McAtee
Senior Information Officer
Hong Kong Economic and Trade Office
Washington, D.C.
202 238 6360

Washington, D.C. (November 19, 2010) – A wine Web page has been created on the Web sites of the Hong Kong Economic and Trade Offices in the United States to further promote Hong Kong's development as a wine hub and destination for U.S. wine exports.

Since the elimination of wine duties in Hong Kong in February 2008, Hong Kong's wine business continues to flourish. In the first nine months of 2010, Hong Kong wine imports surged to US\$600 million. So far this year, wine auction sales amounted to about US\$120 million – double the full-year figure for 2009.

"We see a lot of potential for U.S. wine in Hong Kong," said Donald Tong, Hong Kong Commissioner for Economic and Trade Affairs, USA. "Currently, Hong Kong is the fourth largest export destination for U.S. wine. And the United States is the third largest wine supplier of Hong Kong."

"Our three Hong Kong Economic and Trade Offices in the United States continue to organize promotional activities in the U.S. to brief the wine industry on the opportunities in Hong Kong. The Web page will further help the U.S. wine trade to learn about the latest developments in Hong Kong, whether on wine exports, wine distribution or wine storage."

"We aim to update the Web page periodically and offer comprehensive information for the trade. In addition to the latest developments of wine-related business in Hong Kong, we provide helpful links to various Web sites to help them get information about customs facilitation measures, wine fairs and wine festivals in Hong Kong, to name a few," Mr. Tong said.

Echoing Mr. Tong's comments, Jeff Leung, Director of the Hong Kong Economic and Trade Office, San Francisco, said that continuous promotional efforts were being made to further promote the booming wine business.

"Our office will be a sponsor of the 'Reserve and New Release Tasting' reception at the 7th Annual San Diego Bay Wine & Food Festival taking place November 18. We will meet with more than 100 wine producers to share the exciting opportunities in Hong Kong," Mr. Leung said.

2010 NOV 23 AM 8:39

ASD/CES/ADP
UNIT

Hong Kong: A Wine Hub
<http://www.hketosf.gov.hk/sf/wine/index.html>

###

These materials are being distributed by Ogilvy Public Relations Worldwide on behalf of the Hong Kong Economic and Trade Office. Additional information is on file with the Department of Justice, Washington, DC.